

Social Media Tips for Clergy



Purpose

The line between the private and public lives of clergy is often blurred, particularly on social media. When you post online, many people won't differentiate between you as a priest and you as an average person on the street, especially if you're friends online with parishioners and other clergy.

Growing in Christ, the diocesan strategic plan, calls us to build positive, respectful and transparent communication across the Diocese. The following tips and questions are intended to encourage interactions on social media that will help our culture become more positive and collaborative.

Let your speech always be gracious, seasoned with salt, so that you may know how you ought to answer everyone.

– *Colossians 4:6*

Tips

- Don't rush – think before posting. Avoid posting in the heat of the moment.
- Be respectful and collegial.
- Don't make disparaging comments about fellow clergy or their ministry – direct or veiled.
- Be friendly and fair. Don't assume the worst about others.
- Maintain the integrity of the office of clergy, especially when discussing church issues.
- Be respectful of other opinions.
- Use care in your language. Meaning and tone are often lost in translation.
- Humour can be easily misinterpreted online. Make sure you're not trying to veil offensive comments in humour.

Ask yourself...

- Would I say this in public?
- Would I say this to someone's face?
- Would I want my family to read this?
- Would I want God to read this?
- Does my comment do harm? Does it do good?
- Does my post reflect love of God, neighbour and self?
- Would I want someone to say this to me? To my family?
- Does my use of social media proclaim the Gospel of Jesus Christ?

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